

Shattered® Mascara
Advocate Ingredient Guide & FAQs

Updated June 19th, 2023

Ingredients

Water (Aqua), Butyrospermum Parkii (Shea) Butter*, Acrylates Copolymer, Neopentyl Glycol Diheptanoate, Ricinus Communis (Castor) Seed Oil, Copernicia Cerifera (Carnauba) Wax/Copernicia Cerifera Cera, VP/Eicosene Copolymer, Glycerin, Euphorbia Cerifera (Candelilla) Wax/Candelilla Cera, Glyceryl Stearate SE, Stearic Acid, Helianthus Annuus (Sunflower) Seed Wax, Cellulose, Ethylhexylglycerin, Olea Europaea (Olive) Oil Unsaponifiables, Caprylyl Glycol, Shorea Robusta Resin, Rhus Verniciflua Peel Wax, Xanthan Gum, Sodium Hydroxide, Sodium Phytate, Sodium Carbonate, Alcohol, May Contain (+/-): Iron Oxides CI 77499

*Certified Organic Ingredients

NOTE: We prioritize the use of certified organic ingredients in our formulations. Due to the unpredictable nature of the organic supply chain, there may be unforeseen disruptions (e.g.: crop failures, natural disasters, etc.) that could impact the availability of organic ingredients, and conventional (Non-GMO) ingredients that may be substituted. For the most up-to-date certified organic ingredient declaration, please refer to the individual product page on Crunchi.com.

Retail Price

\$30

Weight

Net Wt. 0.22 oz. / 6.4 g

Description

Don't just push lash boundaries—shatter them. Our Shattered® Mascara delivers unstoppable length, lift, and volume. The end result: bold, next-level lashes. No matter your lash type, this mascara will take your lashes to new heights! Designed with drama in mind, our Shattered® Mascara adds definition with a glossy, high-pigment finish, giving the eyes the spotlight they deserve.

Our formula is safe for use in the eye area, water resistant, provides all-day wear, and is consciously packaged in a glass tube, eliminating wasteful plastic packaging and making it a first of its kind.

Shade

Black

Key Ingredients & Benefits

Water-Resistant

Shattered® Mascara is water-resistant, so your lashes stay looking bold no matter what the day brings.

All-Day Wear

Proven formula with enhanced lash adherence.

Organic Castor Seed Oil

Works to improve the appearance of the lashes and lash line.

Sunflower Seed Wax

Rich in vitamins and minerals that help to condition the lashes.

Fruit Waxes

Works to provide smooth texture and application.

How To Use

To prep the lashes, use Crunchi's Elite Eyelash Curler to lift and separate the lashes. Apply the mascara by gently wiggling the wand from the base of lashes to the tip. Repeat across your lash line, making sure to catch every lash. To build extra drama, apply 1-2 additional layers of Shattered® Mascara to the lashes.

Pro Tip: When applying additional layers, alternate between the eyes to give each layer time to adhere to the lashes. This will create a stay in place, clump-free lash drama.

*Don't let your mascara dry fully if you are adding additional layers. Your lashes should feel tacky when your lashes are ready for the next application.

Ingredient Breakdown

Plant-Derived Nutritive & Performance Ingredients:

Organic Butyrospermum Parkii (Shea) Butter*

Neopentyl Glycol Diheptanoate

Ricinus Communis (Castor) Seed Oil

Copernicia Cerifera (Carnauba) Wax

Glycerin

Euphorbia Cerifera (Candelilla) Wax/Candelilla Cera

Helianthus Annuus (Sunflower) Seed Wax
Cellulose
Olea Europaea (Olive) Oil Unsaponifiables
Tocopherol (non-GMO sunflower)
Rhus Verniciflua Peel Wax
Shorea Robusta Resin

Plant-Derived Emulsifiers:

Glyceryl Stearate SE
Stearic Acid

Non-Plant Derived (aka "Safe Synthetic") Functional & Performance Boosting Ingredients:

Acrylates Copolymer
VP/Eicosene Copolymer
Caprylyl Glycol

Mineral Ingredients & Colorants

Iron Oxides (CI 77499)

Nature Identical & Plant-Derived Preservatives:

Sodium Phytate
Ethylhexylglycerin
Alcohol

Miscellaneous:

Water (Aqua)
Xanthan Gum
Sodium Carbonate
Sodium Hydroxide (pH adjuster)

Badges

Vegan
Gluten Free
Toxin-Free
Non-GMO
Cruelty-Free

Made In The USA (with globally sourced ingredients)

Leaping Bunny Certified
Consciously Packaged

Packaging

Shattered[®] Mascara is packaged in a glass tube, eliminating the need for wasteful plastic packaging and making it the first of its kind. 100% BPA/BPS-free/Phthalate-free cap, wand, and wiper.

Placed in an 100% recyclable and biodegradable, paper carton.

Packaging End of Life

Glass tube: Recyclable at facilities that accept opaque glass. Check with your local facilities. Remove cap, wand, and wiper. Rinse and place in recycle bin.

Plastic Cap & wand: Widely recyclable. Remove wand tip before placing in recycle bin. (*see more details regarding wand donation below*)

Unit Carton: Widely recyclable. Remove and place in recycle bin.

Wand Donation

Join the repurposing movement and save lives!

Wands For Wildlife Organization can take your old, unwanted mascara wand and turn it into a beacon of hope for a small animal.

How?

Each wand is used to remove fly eggs and larva from the fur of wild animals, where they are then rehabilitated and returned to the wild.

For further details and instructions on how to donate your wands please visit:

www.appalachianwild.org

Conventional Ingredients NOT found in Shattered[®] Mascara

Parabens (e.g. Isobutylparaben, Propylparaben, Butylparaben, etc.)

Formaldehyde Releasers (e.g. Diazolidinyl Urea, Imidazolidinyl Urea)

Fragrance

Phenoxyethanol

PEGs (Polyethylene Glycol)

BHT (Butylated Hydroxytoluene)

Petrolatum

Paraffin

Carbon Black

Propylene Glycol

Mineral Oil

FAQs

Is the Acrylates Copolymer used in Shattered[®] Mascara considered a microplastic?

Great question! Fortunately, the ingredient Acrylates Copolymer in our Shattered[®] Mascara is not considered a microplastic because the physical properties of the polymer are permanently modified during downstream end use. Additionally, Acrylates Copolymer follows the European standards on polymer and copolymer ingredients which restricts the use of microplastics.

What are some tips to help me have the best performance with Shattered[®] Mascara?

We recommend always making sure your lashes are fully dry before applying the mascara. If you use foundation, concealer, skincare, oil based makeup removers, facial oils, any lash serums, etc make sure your lashes are free from any oils and are dry before applying mascara. You can also use a small amount of finishing powder over your eyelids and lash line before mascara application. This will make sure the mascara holds onto your lashes and will make application so much easier! *This tip also works great for those with oily eyelids.

Has Shattered[®] Mascara been third-party tested for heavy metals?

Yes! Shattered[®] Mascara has been third-party laboratory tested for the heavy metals lead, arsenic, mercury, and cadmium. We are thrilled to report that they are well below the United States, Canadian, and European Union cosmetic limits.

Crunchi invests in the highest purity grade colorants (iron oxides) available for all our color

cosmetics to achieve the lowest possible heavy metal levels. For more information, please see the heavy metal FAQ at crunchi.com.

Has Shattered[®] Mascara been third-party tested for gluten?

Yes! Shattered[®] Mascara has been independently third-party laboratory tested to confirm gluten is non-detectable. The testing performed is the same method and standards required for food products to make a gluten-free claim.

Has Shattered[®] Mascara undergone epiocular testing?

Yes! Shattered[®] Mascara has been third-party lab tested and is suitable for those with sensitive eyes.